

Digitization as a key to Promotional Marketing in Advertising

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Abstract

Multimedia has given various approaches to advertising to promote a particular brand/company/ product and idea which became possible with the emergence of digital media and information technology. Advertising agencies and companies are busy to introduce the innovative and creative concept to grab the attention of the people. The agencies and companies are also approaching the consumers or buyers with the advancement of various tools and techniques for the commercialization of their products due to the highly competitive market. Instead of it, the multiple opportunities for targeting the audience of all age groups have been generated with the help of multimedia and its driving factors. The children are also not being spared by the enchantment of multimedia. The temptation of having the products has been created through the amalgamation of animation and other similar tactics of digital media. The psyche of all age groups has been charmed with tools and techniques of multimedia. The current generation is floating in the ocean of electronic gadgets and these gadgets are becoming not only the part of its lifestyle but also becoming

the part of its body. These electronic gadgets made the communication process very flexible and easy for the people. Advertising has got a grey area to fulfil the demands of the companies or brands via digital media and technology. In addition to it, the endless flexibilities of multimedia and digital media allow advertisers and designers to think out of the box and to bring new innovative concepts in front of the people and consumers. This paper mainly focuses on digital media and technology which are enormously popular in the current field of advertising. The positive flexibilities and richness of some elements of multimedia which helps the advertiser to attract the attention of the people will be analyzed in the study. The paper seeks to examine multimedia and advertising and its elements like QR (Quick Responsive) Code, Cinemagraph, and VR (Virtual Reality) Vision in a critical way.

Keywords: Digital Media, Advertising, Multimedia, QR Code. Cinemagraph, Virtual Reality, Augmented Reality.

Introduction:

In the present era advertisers, promoters and marketers are continuously searching for new ways to present their messages to grab the attention of targeted groups (Stewart, 2002). People are also getting multiple benefits quickly in a few seconds. Digital technology and telecommunication are working as a spell for the advertisers, marketers, and promoters with endless features. Numerous innovative ideas and trends have been served through the internet, digital technologies, and new media by advertisers. The multiple ways of business and successful strategies have been equipped via animation for a successful outcome. Additionally, there are some new technologies of digital media also approaching to hit the

bong of the marketing and advertising industry. These new technologies are not only effective for communication but can also prove appropriate medium for brand awareness and information with its interactive features. Contrary to it, it is still very difficult to grab the attention of the customers due to competitors. (Kim, Haley & Koo, 2009).

In the history of advertising, the development of technology has been playing a great role to represent the new concepts or ideas in innovative ways. Subsequently, multiple ways of communication i.e. print media, radio, television, and the internet have been introduced which provide immense features and services for the engagement of individuals with the new concept, ideas, technologies, companies, brand, products, etc. In the current lifestyle, traditional advertising is not a guaranteed solution but digital platforms are changing the scenario of the marketing field and advertising as well. SEO (Search Engine Optimisation) and PPC (Pay-Per-Click) can present a brand, its marketing content, and its product in front of the customers at every step of the buying sequence (Stewart, 2002). Social media also provides great features to advertisers, marketers, and promoters as online advertising segmented by demographic, geographic, interest, and data of users. If any individual searches anything on the internet then the relevant data will appear in the meantime of surfing social sites like Facebook, Twitter, Instagram, etc. Digital media also provides great flexibility to advertisers and marketers with digital advertising (Leonard, 1988). Any particular content can be shared across various platforms with this feature and the company or marketers are not limited to a specific page or time (Tomita, 2015). Consequently, there are so many technical elements that can be reflected and floated all around the advertising industry and marketing field as well due to their immense quality and unique features. In this study, some of the popular and emerging usages of digital media in the advertising & marketing industry will be analyzed.

QR Code:

QR Code is the trademark like a matrix barcode, it is also known as Quick Responsive Code. It works much faster and stores more information than a barcode. It was first designed in 1994 for the automotive industry in Japan (QR Code, 2019). QR code is a type of element which helps the printmakers or print advertisers to bridge the gap between the print media and digital media. QR Code is the most groundbreaking emergence of this digital commercial arena. This is also become the greatest sequential platform to share/ store data, and information within a second (“QR Code Tutorial: Introduction” 2019). Currently, online shopping is a very popular and demanding trend owing to its time & money-saving features. Hence, online shopping becomes the most convenient option for people. There are numerous websites/ networking websites available that help to buy and sell the products with ease. QR code usually implants in the body or in the packages of the products that consist backlinks. This is very important that QR Codes should be presented in advertisements in such a way so that people can get the relevant information properly and people can easily encode the hidden Backlinks through the QR code (“Privacy fears raised by Double Click database plans”, 2002). What are backlinks? A “backlink” is a very popular word used in the field of search engine optimization. Backlinks are links from outside domains that give point to pages on users’ domain, essentially linking back from one domain to another domain. QR code is the greatest form of advertisement where people get familiar and aware of this technology. Usually, in print advertisements and television commercials, people invest a huge amount of money to reserve space. But in this context, the QR code provides great flexibility for the product/ brand/ company/ idea/ service to get involved in the online market. The code also consists of videos that help the code to become a big and strong digital element to promote the product or services. QR code helps to increase the web traffic for certain blogs or

websites in the online media with multiple advantages. Generally, the QR code is printed on the product or package that can be applied in many cases and activities. Through this code, a user can get information about the particular products by scanning the code via a QR Code generator/ reader. Big data can also be stored very easily through the QR Code. If we compare it with a barcode, we can differentiate that people or users can customize the QR code accordingly as per their desire. These multiple reasons allow QR Code to become the most prominent and efficient marketing tool in the global communication field and business industry as well. Most of the time, QR code is like a two-dimensional barcode that designed to be scanned by any QR code generator/ reader/ app or by a smartphone with a barcode decoding application. Quick Mark, Scanlife, Red laser, etc. are some QR code readers, which help the readers to access some specific e-portal like website, an email address, e-coupons SMS, a registration form, etc. (Handley, 2012). The term QR code was first coined by Denso Wave, a Toyota subsidiary in Japan in 1994. It was started for tracking the vehicles in the automobile industry. Besides the efficiency of QR code in the auto industry, later on, the marketers began to realize the functionalities of QR code that could be utilized and introduced into the marketing arena. Due to its fast responses, the marketers are using it competently in the market. QR code has introduced in the market on a larger scale in 2011 when it started trending in the telecommunication and smartphone industries (Statista Research Department, 2017). The QR code is the most ubiquitous trend in marketing, especially in Japan, the USA, and Western Europe in recent times. QR code became an omnipresent trend in the marketing industry, particularly in Japan, the USA, and currently in Western Europe. Additionally, due to the constantly increasing demand for smartphones, the usage of the QR codes is also achieving popularity across Asia and India in particular. It is particularly being used for informational purposes. It is very easy to scan a corporate website

for the promotion of the brand on social networking sites by using any app or QR code reader. A suitable instance can be given with the theme Mother's Day. If a company of pediatric products wants to celebrate Mother's Day in the coming year and creates an event for all mothers to participate in that event. The company can launch its products especially with a QR code (the code can be printed on the package or label of the products) through this code the users or customers not only get the information regarding the event, but the company can also use this QR code for other activities like registration for the event, event pass, etc. So consequently, the usage of QR code via smartphone has become the most popular choice of the current age. Through QR code, advertisers are using a dynamic range of communication processes (Statista Research Department, 2017). It also works as a bridge that connects the print media with digital media in very fewer efforts and people can share various types of information through this code.

Cinemagraph:

The term social media has been emerged as a new source of daily communication and became an important part of human life. Cinemagraph is the most wonderful platform in the context of advertising and used on social media on a larger scale. It is a unique art formed by a short-animated video and consists of multiple still images. These multiple images have a minimum animated movement. It is a kind of online advertisement, created by a series of photograph/ video recording/ or a bunch of edited images in software with particular sequence/ or a video format into a seamless loop. The very loop has a sequence with minor repeated movement.

A revolution has been introduced in the field of advertising after the mark of this constant-evolving digital technology. It provides easy ways of communication with a minimum approach. The process has been introduced by Louis Le Prince, who is also known as ‘Father of Cinematography’ (Peter, 2019). As discussed above, cinemagraph is an extraordinary component that can highlight some special features in a limited time. It is used as an effective tool in the field of advertising for marketing and the promotion of brands/ brands/ product/ TV series/ web series online or through social media. Its design process is based on the specification of the brand/product to convey the required detail to the consumer. Its salient features like auto-looping and auto-playing make it easier and more convenient for the customers. In recent times, its omnipresence can be observed at almost all kinds of social media platforms including Facebook, Instagram, Twitter, and Snapchat, and so on. There is plenty of digital advertisements and social media posts of prominent companies or multinational companies which are using Cinemagraphs. The prominent names like Netflix, Disney, Coca Cola, etc. are also using this feature.

The usage of Video has been taken up as a great option and tool by the agencies, marketers, and creators to break through the oversaturation of motionless/ still photo content and digital advertisements to capture the limited-attention of online consumers (Nowak and Phelps, 1997). It has provided new opportunities to the companies and brands with a new option of storytelling and empowered the companies too in multiple ways.

In 2011, cinemagraph has revisited and embellished into a sophisticated medium which raised visual storytelling across all platform of social media (Flixel, 2016). The attention of the audience can be grabbed through its features.

According to some advertisers, the cinemagraph works as a reminder of a particular product for the customers and this is very helpful in the maintenance of the brand value of the company. According to Flixel “Framed like a photo and brought to life with a subtle hint of motion, cinemagraphs are often perceived as complicated to make with extensive production process; in reality, this thumb-stopping format can be in just a few minutes” (Flixel; 2016). The power of cinemagraph is being utilized by the top global brands through the projection of their products from a remote past. According to AdAge, Ad Week, Creative Blog, and more, cinemagraphs are an ideal and suitable media for the platform like Facebook, Instagram of auto-loop, and auto-play. It has a subtly disruptive nature which is very beneficial for the advertising industry. KFC, Lexus, Puma, Netflix, etc. are making cinemagraphs on social media for promotion through digital advertising.

VR Vision or Virtual Reality:

In the advertising industry, thousands of brands and products are being introduced and launched in the market and the competition is also constantly increasing in current trends. The advertisers are giving all efforts to create good, different, and creative advertisements. Thus, advertisers are trying to grab the attention of the audience or people through the richness of technology. In this competitive marketing world, advertisers are trying every element of communication to create good, innovative advertisements that not only grab the attention of the people but can also do good business through its effectiveness. In this way, to create a good, innovative, and successful advertisement, advertisers have started using multimedia and animation in the advertisements. Usually, the television commercial is broadcasted during any program particularly in the loop known as ‘commercial break’. But this scenario is different in social media. Sometimes one advertisement breaks the continuity

of the video or on-going content in social media (Singh & Sandhu, 2011). Generally, in the online portal many advertisements pop-up in the mobile screens during the surfing of any website. In social networking sites, users get recommended promotional advertisements, in terms of playing any online video the users may do not want to watch any advertisements. In fact, many people use numerous applications in their devices to block the advertisements which often appear in the screens. People often skip online advertisements so consequently, now advertisements with 6 to 7 seconds time duration have started appearing in social media. According to Aaron Burch, the outcome from the online advertisements not up to the mark of expectations and that is why online advertisements need something very new, innovative and through which people can get involved in the advertisement. So, in this way, Virtual Reality has been introduced in the online advertising industry. Due to its unique features, Virtual Reality is going to be a big thing for the advertising field, but only if it is done in the right way (Burch, 2016). It's also known as VR Vision, an interactive computer-generated experience taking place within a virtual environment through a particular device. It mainly works on auditory and visual feedback, but can also allow other types of sensory feedback of some activities on the surface. Through virtual reality, the audience can experience a new level of entertainment with all-new interactive features via a headset. The most distinctive characteristic of VR vision is that it can change the surrounding ambiance of the user interactively and the individual will get involved in a different virtual environment. So, virtual reality is a great option for the advertisers to involve the audience in the advertisement because when individuals use a virtual reality headset, they are not going to take it off. Virtual reality runs with 360° (degree) video and in the present era Facebook and YouTube are one of the most leading online video streaming platforms and both portals support 360° videos. The advertisers have done experiments with these 360° videos and introduced VR

vision commercially in the market. VR vision can be access through the computer, smartphone, and through some applications as well. Through the features of interactivity in 360° videos people never take off the headset until the video or streaming gets end. In this way, VR Vision can easily attract the attention of the people or the audience and make them engaged in the virtual ambiance. Tim Peterson (2015) has stated in his article that Facebook has started 360° video advertisements as a trial with some brands these are AT&T, Samsung, and Nestle. After that Facebook officially launched the virtual reality video in a lite format from the month of September 2015 (Peterson, 2015). James Wan, a Hollywood filmmaker has created and published the 360° trailer of his upcoming movie ‘Conjuring 2’ in the official YouTube channel of Warner Brothers on May 20, 2016. The unique visual appearance and interactive features of virtual reality transformed the trailer and it became viral. After that many Film and PC Game trailer has been launched on YouTube. Following the same approach, Nestle has also launched many 360° videos on YouTube as promotional advertisements in 2018. Consequently, this digital technology became a popular tool for the communication, marketing, and advertising fields. These activities with virtual reality have become a milestone in the advertising industry because, in the current scenario, VR vision or virtual reality achieved huge success and known as a popular digital portal in the marketing field. VR vision also provides brand awareness to the people or customers and gives its benefit to customers and advertisers/ promoters/ marketers. VR vision is a very effective technique and through this people can get a living and lively adventure along with the advertisements if used in appropriate ways with business ethics.

Augmented Reality:

With the development of digital technology, the gadgets and vision of science-fictional movies have become less fictional and more real. Augmented reality is another technical aspect of the current marketing field and through this digital technology advertising industries have presented a tremendous portal to analyze and verify various features of products. Hardware engineers and software developers are constantly working on augmented reality to refine the technologies so it can make a line between real life and virtual life. As discussed previously, the VR Vision and its working process can transport a person from reality to a virtual ambiance but AR or augmented reality change the real-life ambiance with its interactive digital elements. From the perspective of advertising in marketing, augmented reality provides a strong and flexible resource that helps to make good strategies to grab the attention of the people in the current competitive market. Brands are imperceptible properties that allow firms to customer engagement and accumulate financial rents (Conner. 1991). In simple words, AR not only gives huge interactive scope to the people or customers but also provide a different portal for the customers through which they can have a virtual experience of the features of any products. This option can make people much closer to the brand and product without purchasing it. As a result, it creates curiosity and trust in the customers for that particular brand or product. According to Moisescu & Berteau (2013), when customers get a high level of brand awareness and information that shrink the risk and doubts of any potential customers to purchase the product of that specific brand. For instance, Lenskart.com (an online spectacle shopping portal) has introduced 360° view and 3D Try where customers can virtually try any style of spectacle rims and check them virtually with 360° or 3D view. So through this feature customers can virtually clear their doubts regarding the looks and style of the products. It provides an ample amount of product information with effective technique. This technical phenomenon successfully grabs the attention of the people

or potential customers towards the brand and product. From the remote past, online shopping is in the hike, the technical aspect like AR provides some interactive advantages to the customers that accelerate the demand of the product in the market.

Conclusion:

In the Indian advertising industry we can see a tremendous change from the past 70 years. This change can also be observed in the economic status and social conditions throughout the country.

The traditional ways of advertising were Radio, Television, newspapers, and magazines but from the remote past, innovative methods and technology have been introduced. These innovative methods change the face of advertising in India. Digital media and social media is the new source of communication and promotion for Indian brands and companies. The mind of the consumers has been tricked by the usage of technology and digital media to target people for their products. Henceforth, the creative industry demands to delve into global synergy to construct a balance between advertising and consumers. The people are more involved in the advancement of the new age with the revolution of technology and are spending more time on social media and the internet. The smartphone and electronic devices are the new hobbies of all age groups. The usage of these devices made the process of advertising more easy and accessible. The advertising agencies are entering into the world of targeted groups in multiple ways in a short span of time. As per the Indian scenario, digitally oriented advertisements are making their mark as magic into the life of people. The demand for advertisers, companies, and consumers has reached its zenith with the advancement of multimedia and digital technology. The media like QR Code, Cinemagraph, and VR Vision

have provided a new dimension to the audience and customers for successful communication. The people do not have to compromise with the time and information; they get it as per their will. Moreover, advancement is evolving more and more for the betterment of specific information and promotion in the field of advertising. The visual artist can open the more hidden door with the help of multimedia and digital media with more unique concepts.

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